Foundations of MARKETING

Seventh Edition

Chapter 4

Marketing Research and Information System

Pride | Ferrell

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Learning Objectives

4-1 Define marketing research and its importance to decision makers.

4-2 Distinguish between exploratory and conclusive research.

4-3 Name the five basic steps in conducting marketing research, including the two types of data and four survey methods.

4-4 Describe the tools, such as databases, big data, marketing analytics, and decision support systems, useful to marketing decision making.

4-5 Identify ethical and international issues in marketing research.

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Marketing Research

- **Marketing research** - the systematic design, collection, interpretation, and reporting of information
  - To help marketers solve specific marketing problems
  - Take advantage of marketing opportunities
- Increases the firm's ability to make informed decisions and respond to customer needs
  - Better understand market opportunities
  - Ascertain new products' potential for success
  - Determine feasibility of a marketing strategy

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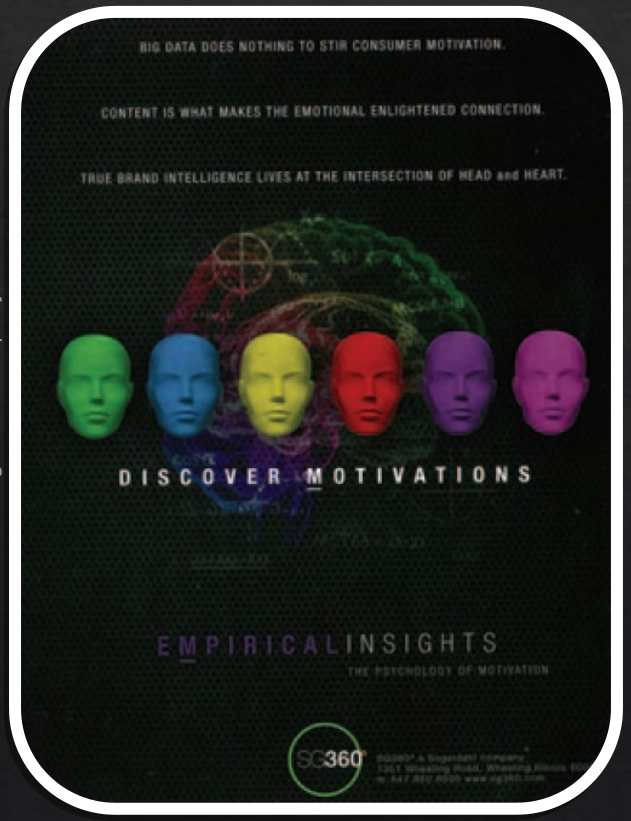
Discussion Point – Importance of Marketing Research


BIG DATA DOES NOTHING TO STIR CONSUMER MOTIVATION.
CONTENT IS WHAT MAKES THE EMOTIONAL ENLIGHTENED CONNECTION.
TRUE BRAND INTELLIGENCE LIVES AT THE INTERSECTION OF HEAD and HEART.
DISCOVER MOTIVATIONS
EMPIRICALINSIGHTS
THE PSYCHOLOGY OF MOTIVATION
SG360

Source: SG360, a Segerdahl company

Firms such as SG360º can help companies improve their data-gathering and analysis capabilities, helping them to make better decisions about marketing strategies and improve customer relationships.

Why do companies need real-time information?

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Types of Research

- Marketing research involves two forms of data
  - Qualitative data - yields descriptive non-numerical information
  - Quantitative data - yields information that can be communicated through numbers
- To collect data marketers conduct
  - Exploratory research
  - Conclusive research

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Table 4.1 - Differences between Exploratory and Conclusive Research

Research Project Components	Exploratory Research	Conclusive Research
Research purpose	General: to generate insights about a situation	Specific: to verify insights and aid in selecting a course of action
Data needs	Vague	Clear
Data sources	Ill-defined	Well-defined
Data collection form	Open-ended, rough	Usually structured
Sample	Relatively small, subjectively selected to maximize generalization of insights	Relatively large, objectively selected to permit generalization of findings
Data collection	Flexible, no set procedure	Rigid, well-laid-out procedure
Data analysis	Informal, typically not quantitative	Formal, typically quantitative
Inferences/recommendations	More tentative than final	More final than tentative

Source: A. Parasuraman, Dhruv Grewal, and R. Krishnan, *Marketing Research*, Second Edition. © 2007 South-Western, a part of Cengage Learning, Inc. Reproduced by permission, www.cengage.com/permissions.

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Exploratory Research

- **Exploratory research** conducted to
  - Gather more information about a problem
  - Make a tentative hypothesis more specific
- Purpose
  - Better understand a problem or situation
  - Help identify additional data needs or decision alternatives

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Advisory Boards and Focus Groups

- **Customer advisory boards** - small groups of actual customers who
  - Serve as sounding boards for new product ideas
  - Offer insights into their feelings and attitudes toward a firm
- **Focus group** - brings together multiple people to discuss a specific topic in a group setting facilitated by a moderator

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Discussion Point – Focus Groups

Monkey Business Images/shutterstock.com.

Focus groups consist of multiple people discussing a certain topic in a group setting. Usually, focus groups are led by a moderator who encourages group discussion.

What are the pros and cons of using focus groups for exploratory research?

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Conclusive Research

- **Conclusive research** - designed to verify insights through an objective procedure to help marketers make decisions
- Used in the final stages of decision making
- Studies are
  - Quantitative
  - Formal
  - Specific
- Two types of conclusive research
  - **Descriptive research** - seeking specific information
  - **Experimental research** - allows marketers to make causal deductions about relationships between variables

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Marketing Research Process

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Locating and Defining Problems of Research Issues

- Focus on uncovering the nature and boundaries of a situation—first sign of a problem is a departure from normal functioning.
- Customer relationship management (CRM) is essential to attracting and retaining loyal customers—marketers should not to be distracted by superficial symptoms.
- Refining a problem into a precise research statement is a prerequisite for the next step in the research process.

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Designing the Research Project

- **Research design**

  Overall plan for obtaining the information needed to address a research problem

- **Hypothesis**

  Informed guess or assumption about a certain problem or set of circumstances; accepted or rejected hypotheses act as conclusions for the research effort

- **Reliability**

  Condition that exists when a research technique produces almost identical results in repeated trials

- **Validity**

  Condition that exists when a research method measures what it is supposed to measure

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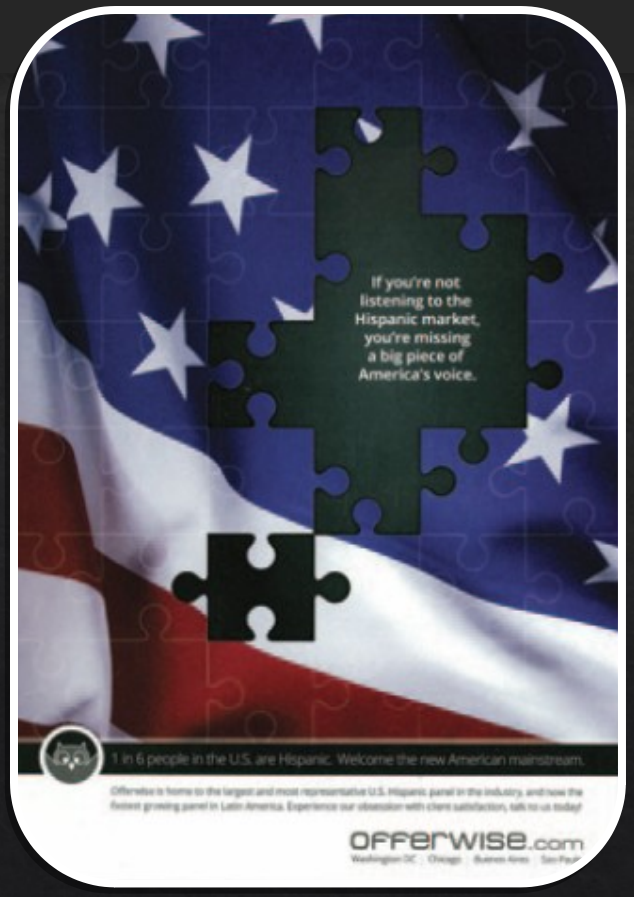
Discussion Point – Primary Data


If you're not listening to the Hispanic market, you're missing a big piece of America's voice.
1 in 6 people in the U.S. are Hispanic. Welcome the new American mainstream.
offerwise.com

Source: Offerwise

Offerwise has a representative U.S. Hispanic panel that it uses to offer insights to client organizations trying to reach the Hispanic market.

Why is primary data essential for American companies reaching to the Hispanic market?

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Collecting Data

Helps Prove or Disprove the Research Hypothesis

Primary Data

- Observed and recorded or collected directly from respondents
- Collected to address a specific problem that cannot be answered by secondary data alone

Secondary Data

- Compiled both inside and outside the organization for some purpose other than the current investigation
- Useful for research if the information contained is pertinent to the hypothesis marketers are testing

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Sources of Secondary Data

- Internal sources—test hypotheses and pinpoint problems
  - Databases
  - Sales records
  - Research reports
- External sources—define problems and develop hypotheses
  - Trade associations
  - Periodicals
  - Government publications
  - Unpublished sources
  - Online databases

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Table 4.2 – Examples of Secondary Information Sources

Government Sources	
Economic census	www.census.gov
Export.gov country and industry market research	www.export.gov/mrktresearch/index.asp
National Technical Information Services	www.ntis.gov
Strategis Canadian trade	www.strategis.ic.gc.ca
Trade Associations and Shows	
American Society of Association Executives	www.asaecenter.org
Directory of Associations	www.marketingsource.com/associations
Trade Show News Network	www.tsnn.com
Magazines, Newspapers, Video, and Audio News Programming	
Google Video Search	www.google.com/videohp?hl=en
Media Jumpstation	www.directcontactpr.com/jumpstation
Google News Directory	www.google.com/Top/News
Yahoo! Video Search	www.video.search.yahoo.com
Corporate Information	
The Public Register Online	www.annualreportservice.com
Bitpipe	www.bitpipe.com
Business Wire press releases	www.businesswire.com
Hoover's Online	www.hoovers.com
Open Directory Project	www.dmoz.org
PR Newswire press releases	www.prnewswire.com

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Methods of Collecting Primary Data

- Sampling
- Survey methods
- Observation

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Sampling

- **Population** - elements, units, or individuals of interest to researchers for a specific study
- **Sample** - limited number of units chosen to represent the characteristics of a total population
- **Sampling** - process of selecting representative units from a population

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Types of Sampling

Probability sampling - every element in the population being studied has a known chance of being selected for study.

- **Random sampling - all the units in a population have an equal chance of appearing in the sample.**
- **Stratified sampling - population of interest is divided into groups according to a common attribute, and a random sample is then chosen within each sub-group.**

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Types of Sampling (continued)

- **Nonprobability sampling**

  There is no way to calculate the probability that a specific element of the population being studied will be chosen.

- **Quota sampling**

  Researchers divide the population into groups and then arbitrarily choose participants from each segment.

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Discussion Point – Survey Research

With over 25 years of commitment to
quality and service, let us help you
navigate the market research industry.
GENESYS for all your research sampling needs.
PRO-T-S researchPredictive dialers.
ARCS IVR, Web and Panel Management.
Marketing
Systems
Group

Source: © Marketing Systems Group

Companies such as Market Systems Group provide services to create adequate samples for various types of surveys.

How does this ad emphasize how Marketing Systems Group can meet clients' needs?

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Survey Methods

- Results used to describe and analyze buying behavior
- Survey method chosen depends on
  - Nature of the problem or issue
  - Data needed to test the hypothesis
  - Resources available to the researcher

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Mail and Telephone Surveys

- **Mail Survey**

  Questionnaires are sent to respondents who are
  encouraged to complete and return them

- **Telephone Survey**
  - Interviewer records respondent's answers to a questionnaire over the phone
  - **Telephone depth interview** - combines the traditional focus group's ability to probe with the confidentiality provide by a telephone survey

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Personal Interview Survey

Personal Interview Survey

- Participants respond to questions face-to-face
- **In-home door-to-door interview** - personal interview that takes place in the respondent's home
- **Shopping mall intercept interviews** - interviewing a percentage of individuals who pass by an intercept point in a mall
- **On-site computer interview** - respondents complete questionnaire on computer

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Online and Social Media Surveys

Online Survey and Social Media Surveys

- Questionnaires can be transmitted to respondents either through e-mail or via a website
- **Crowdsourcing** - a way for marketers to gather input straight from willing consumers and to actively listen to people's ideas and evaluations on products

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Table 4.3 - Comparison of the Four Basic Survey Methods

	Mail Surveys	Telephone Surveys	Online Surveys	Personal Interview Surveys
Economy	Potentially lower in cost per interview than telephone or personal surveys if there is an adequate response rate.	Avoids interviewers' travel expenses. Is less expensive than in-home interviews.	The least expensive method if there is an adequate response rate.	The most expensive survey method. Shopping mall and focus-group interviews have lower costs than in-home interviews.
Flexibility	Inflexible. The questionnaire must be short and easy for respondents to complete.	Flexible because interviewers can ask probing questions, but observations are impossible.	Less flexible. The survey must be easy for online users to receive and return; short, dichotomous, or multiple-choice questions work best.	The most flexible method. Respondents can react to visual materials. Demographic data are more accurate. In-depth probes are possible.
Interviewer bias	Interviewer bias is eliminated. Questionnaires can be returned anonymously.	Some anonymity, but it may be hard to develop trust in respondents.	Interviewer bias is often eliminated with e-mail, but an e-mail address on the return eliminates anonymity.	Interviewers' personal characteristics or inability to maintain objectivity may result in bias.
Sampling and respondents' cooperation	Obtaining a complete mailing list is difficult. Nonresponse is a major disadvantage.	Sample limited to respondents with telephones. Devices that screen calls, busy signals, and refusals are a problem.	The available e-mail address list may not be a representative sample for some purposes. Social media surveys might be skewed as fans may be more likely to take the survey.	Not-at-homes are a problem, which may be overcome by focus-group and shopping mall interviewing.

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Questionnaire Construction

Questions should be

- Clear
- Easy to understand
- Directed toward a specific objective
- Designed to elicit information that meets the study's data requirements
- Impartial
- Carefully worded so as not to offend respondents

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Question Types

Open-ended question

What is your general opinion about coffee shops? (please describe) _____

Dichotomous question

Have you ever purchased a coffee product?

Yes

No

Multiple-choice question

What income group are you in?

a. $0-$19,000
b. $20,000-$59,999
c. $60,000-$99,000
d. more than $100,000

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Observation Methods

- Researchers
  - Record individuals' overt behavior
  - Take note of physical conditions and events
  - Avoid direct contact with subject
  - Use ethnographic techniques
- May be combined with interviews
- Data gathered may be influenced by observer bias

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Interpreting Research Findings

- Display the data in table format
- Analyze the data
  - **Statistical interpretation** - focuses on what is typical and what deviates from the average
  - Analysis of data may lead researchers to accept or reject their hypothesis
- Managers must understand the research results and relate them to a context that permits effective decision making

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Discussion Point – Interpreting Research Findings

You don't need more data.
You need a way to solve the problems flowing deep inside the data.
Introducing Capella. It's the only system that can uncover the biggest, baddest customer issues—and then guide you, step by step, through the process of fixing them.
That means you can now go beyond "what-ifs" and into true action planning: assigning teams, uncovering causes, and achieving trackable outcomes.
So don't just stand there absorbing data. Start using it to get results.
Visit us at maritzresearch.com/capella.
Capella
Maritz RESEARCH
www.maritzresearch.com/capella

Source: © Maritz Research Inc.

Maritz Research emphasizes that its Capella™ platform helps companies translate data into valuable results.

As you look at this ad, what message do you see?

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Reporting Research Findings

- Analyze findings to determine completion of the research
- Prepare a formal, written document
- Determine level of detail
- Clear and objective presentation
- Consider the intended audience
- Point out deficiencies in the data
- Researchers give their summary and recommendations first

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Using Technology to Improve Marketing Information Gathering and Analysis

- Enhanced customer relationship management permits
  - Internal research
  - Quick information gathering
- Unprecedented access to
  - Industry forecasts
  - Business trends
  - Customer buying behavior

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Marketing Information Systems

- **Marketing information system (MIS)** - framework for managing and structuring information gathered regularly from sources inside and outside the organization focuses on
  - Data storage and retrieval
  - Computer capabilities and management's information requirements
- Helps producing regular sales reports by
  - Product or market categories
  - Data on inventory levels and records of salespeople's activities

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Databases

- **Database** - collection of information arranged for easy access and retrieval
- Allow marketers to tap into information useful in making marketing decisions
- Improvements in information technology helps firms to
  - Develop databases that are enhanced in speed and storage capacity
  - Guide strategic planning and improve customer service

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Databases (continued)

- CRM employs database marketing techniques to
  - Build a database of current and potential consumers
  - Deliver messages according to consumer preferences
  - Monitor the costs of retaining individual customers
- **Single-source data** - information provided by a single firm on
  - Household demographics and purchases
  - Television viewing behavior

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Big Data

- **Big data** - massive data files from both structured and unstructured databases
- Reveals insights into consumer preferences
- Discover patterns of consumption behavior and trends to predict future buying behaviors

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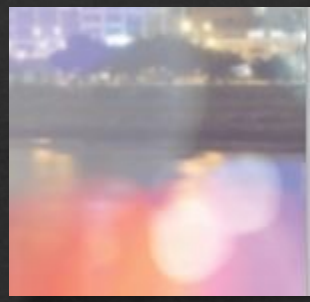
Discussion Point - Data



Source: FocusVision Worldwide

Decipher provides a cross-platform market research product to help companies manage their big data and deliver important insights.

What sources do marketing researchers use to gather data?

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Marketing Analytics

- **Marketing analytics** - uses tools and methods to measure and interpret the effectiveness of the marketing activities
- Four steps
  1. Define what to measure and which tools to use.
  2. Collect data.
  3. Develop reporting capabilities.
  4. Implement the campaign and analyze the results.

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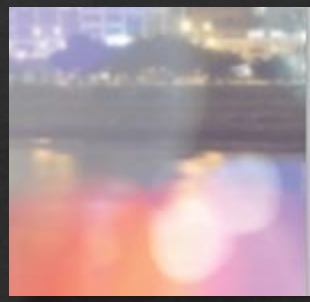
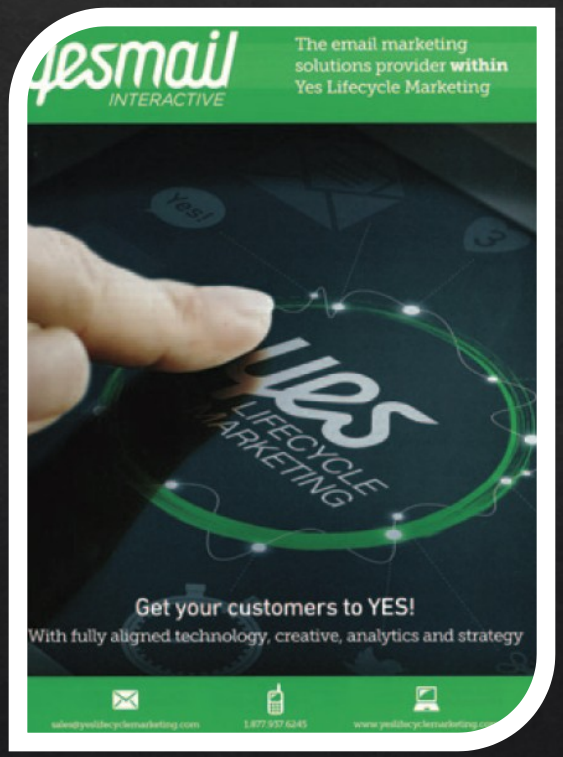
Discussion Point – Marketing Analytics




yesmail
INTERACTIVE
The email marketing solutions provider within Yes Lifecycle Marketing
Get your customers to YES!
With fully aligned technology, creative, analytics and strategy

Source: Yesmail

Yesmail Interactive uses insights generated from marketing analytics to help clients develop targeted e-mail communications.

What types of information do Web analytics provide?

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Marketing Decision Support Systems

- **Marketing decision support system (MDSS)** - customized computer software that aids marketing managers in decision making by helping them anticipate effects of certain decisions
- Has a broader range
  - Offers greater computational and modeling capabilities
  - A major component of a company's marketing information system

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Importance of Ethical Marketing Research

- Necessary because of the ethical and legal issues that can develop in gathering marketing research data
- Marketers should remain ethical at all times to retain
  - Consumer and stakeholder trust
  - Positive reputation
- Organizations have developed codes of conduct and guidelines to promote ethical marketing research

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SNAPSHOT

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Table 4.4 - Guidelines for Questionnaire Introduction

• Allow interviewers to introduce themselves by name.
• State the name of the research company.
• Indicate that this questionnaire is a marketing research project.
• Explain that no sales will be involved.
• Note the general topic of discussion (if this is a problem in a blind study, a statement such as "consumer opinion" is acceptable).
• State the likely duration of the interview.
• Assure the anonymity of the respondent and the confidentiality of all answers.
• State the honorarium, if applicable (for many business-to-business and medical studies, this is done up-front for both qualitative and quantitative studies).
• Reassure the respondent with a statement such as, "There are no right or wrong answers, so please give thoughtful and honest answers to each question" (recommended by many clients).

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International Issues in Marketing Research

- Challenges to understand foreign customers
- Keeping an account of global and regional differences
  - Sociocultural
  - Economic
  - Political
  - Legal
  - Technological

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Two-Pronged Approach

- Detailed search for and analysis of secondary data
  - To gain understanding of a particular marketing environment
  - To pinpoint key regional issues that could affect primary research data
- Field research to refine a firm’s understanding of specific customer needs and preferences

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Discussion Point – International Issues

LARGEST GLOBAL REACH. LOCAL INSIGHT.
1.8 MILLION VERIFIED GLOBAL HEALTHCARE PROFESSIONALS
With offices around the world, WorldOne offers global healthcare data collection from a local perspective. WorldOne has ground-level access to physicians and other providers, providing timely, cost-effective and high quality data for your projects. WorldOne is the source for all your quantitative research needs. For more information visit www.worldone.com
North America South America Europe Asia-Pacific
worldone

Source: SERMO

WorldOne provides local healthcare insight on a global level to help clients with their quantitative research studies.

Why is insider knowledge critical for developing a marketing strategy?

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